

**MS-63**

## **Management Programme**

### **ASSIGNMENT**

**For**

**January 2023 and July 2023 Sessions**

### **MS-63: Product Management**

**(Last date of submission for January 2023 session is 30<sup>th</sup> April, 2023  
and for July 2023 sessions is 31<sup>st</sup> October, 2023)**



**School of Management Studies**

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**

**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 63</b>
<b>Course Title</b>	<b>:</b>	<b>Product Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-63/TMA/JAN/2023</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2023 session is 30<sup>th</sup> April, 2023 and for July 2023 session is 31<sup>st</sup> October, 2023.**

1. (a) What constitute a product? Discuss the role and scope of product management function in an organization. Highlight the key possible responsibilities of a product manager in a automobile company.  
(b) Explain the term product line and the bases for product line extensions by taking suitable example from an Indian FMCG company of your choice.
2. (a) Discuss the various stages involved in Product Life Cycle (PLC). What decisions are to be considered for putting PLC concept into operation? Elaborate.  
(b) Explain the concept of pricing and its relationship with other elements of marketing mix. Discuss the various types of pricing methods available to the marketers.
3. (a) Distinguish Product from a brand. Discuss the strategic relevance of branding with an example.  
(b) What do you understand by the term positioning and its importance for the marketer? Discuss the various positioning strategies available for a marketer.
4. (a) List out and discuss the various reasons for the growing importance of packaging in today's market environment. (You may access secondary data/internet sources). Discuss the major functions of packaging.  
(b) Identify the factors that determine the decision to offer new product by firm. Illustrate.